

## Interview Summary

Application No.

09/237,718

Applicant(s)

LANDSMAN ET AL.

Examiner

Jeffrey D. Carlson

Art Unit

3622

All participants (applicant, applicant's representative, PTO personnel):

(1) Jeffrey D. Carlson.

(3) Rick Landsman.

(2) Pete Michaelson.

(4) \_\_\_\_\_.

Date of Interview: 17 September 2003.

Type: a) ☐ Telephonic b) ☐ Video Conference  
c) ☒ Personal [copy given to: 1) ☐ applicant 2) ☒ applicant's representative]

Exhibit shown or demonstration conducted: d) ☒ Yes e) ☐ No.

If Yes, brief description: \_\_\_\_\_.

Claim(s) discussed: 106.

Identification of prior art discussed: Judson, Capek.

Agreement with respect to the claims f) ☐ was reached. g) ☒ was not reached. h) ☐ N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: Applicant showed slides describing the differences between Capek/Judson and the instant invention. Suggested language was identified by the examiner. Applicant to include "or said at least one file" in addition to the "information object" language. Applicant plans to file a preliminary amendment to include these changes. Examiner showed applicant the 5948061 (Merriman) reference which appears related to the decoupling nature of the invention.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN ONE MONTH FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.

  
Examiner's signature, if required

## Summary of Record of Interview Requirements

### Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record

A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

#### Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews

##### Paragraph (b)

In every instance where reconsideration is requested in view of an interview with an examiner, a complete written statement of the reasons presented at the interview as warranting favorable action must be filed by the applicant. An interview does not remove the necessity for reply to Office action as specified in §§ 1.111, 1.135. (35 U.S.C. 132)

##### 37 CFR §1.2 Business to be transacted in writing.

All business with the Patent or Trademark Office should be transacted in writing. The personal attendance of applicants or their attorneys or agents at the Patent and Trademark Office is unnecessary. The action of the Patent and Trademark Office will be based exclusively on the written record in the Office. No attention will be paid to any alleged oral promise, stipulation, or understanding in relation to which there is disagreement or doubt.

The action of the Patent and Trademark Office cannot be based exclusively on the written record in the Office if that record is itself incomplete through the failure to record the substance of interviews.

It is the responsibility of the applicant or the attorney or agent to make the substance of an interview of record in the application file, unless the examiner indicates he or she will do so. It is the examiner's responsibility to see that such a record is made and to correct material inaccuracies which bear directly on the question of patentability.

Examiners must complete an Interview Summary Form for each interview held where a matter of substance has been discussed during the interview by checking the appropriate boxes and filling in the blanks. Discussions regarding only procedural matters, directed solely to restriction requirements for which interview recordation is otherwise provided for in Section 812.01 of the Manual of Patent Examining Procedure, or pointing out typographical errors or unreadable script in Office actions or the like, are excluded from the interview recordation procedures below. Where the substance of an interview is completely recorded in an Examiners Amendment, no separate Interview Summary Record is required.

The Interview Summary Form shall be given an appropriate Paper No., placed in the right hand portion of the file, and listed on the "Contents" section of the file wrapper. In a personal interview, a duplicate of the Form is given to the applicant (or attorney or agent) at the conclusion of the interview. In the case of a telephone or video-conference interview, the copy is mailed to the applicant's correspondence address either with or prior to the next official communication. If additional correspondence from the examiner is not likely before an allowance or if other circumstances dictate, the Form should be mailed promptly after the interview rather than with the next official communication.

The Form provides for recordation of the following information:

- Application Number (Series Code and Serial Number)
- Name of applicant
- Name of examiner
- Date of interview
- Type of interview (telephonic, video-conference, or personal)
- Name of participant(s) (applicant, attorney or agent, examiner, other PTO personnel, etc.)
- An indication whether or not an exhibit was shown or a demonstration conducted
- An identification of the specific prior art discussed
- An indication whether an agreement was reached and if so, a description of the general nature of the agreement (may be by attachment of a copy of amendments or claims agreed as being allowable). Note: Agreement as to allowability is tentative and does not restrict further action by the examiner to the contrary.
- The signature of the examiner who conducted the interview (if Form is not an attachment to a signed Office action)

It is desirable that the examiner orally remind the applicant of his or her obligation to record the substance of the interview of each case. It should be noted, however, that the Interview Summary Form will not normally be considered a complete and proper recordation of the interview unless it includes, or is supplemented by the applicant or the examiner to include, all of the applicable items required below concerning the substance of the interview.

A complete and proper recordation of the substance of any interview should include at least the following applicable items:

- 1) A brief description of the nature of any exhibit shown or any demonstration conducted,
- 2) an identification of the claims discussed,
- 3) an identification of the specific prior art discussed,
- 4) an identification of the principal proposed amendments of a substantive nature discussed, unless these are already described on the Interview Summary Form completed by the Examiner,
- 5) a brief identification of the general thrust of the principal arguments presented to the examiner;  
(The identification of arguments need not be lengthy or elaborate. A verbatim or highly detailed description of the arguments is not required. The identification of the arguments is sufficient if the general nature or thrust of the principal arguments made to the examiner can be understood in the context of the application file. Of course, the applicant may desire to emphasize and fully describe those arguments which he or she feels were or might be persuasive to the examiner.)
- 6) a general indication of any other pertinent matters discussed, and
- 7) if appropriate, the general results or outcome of the interview unless already described in the Interview Summary Form completed by the examiner.

Examiners are expected to carefully review the applicant's record of the substance of an interview. If the record is not complete and accurate, the examiner will give the applicant an extendable one month time period to correct the record.

#### Examiner to Check for Accuracy

If the claims are allowable for other reasons of record, the examiner should send a letter setting forth the examiner's version of the statement attributed to him or her. If the record is complete and accurate, the examiner should place the indication, "Interview Record OK" on the paper recording the substance of the interview along with the date and the examiner's initials.

# Judson Implementation

Full Text Help

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ront Page

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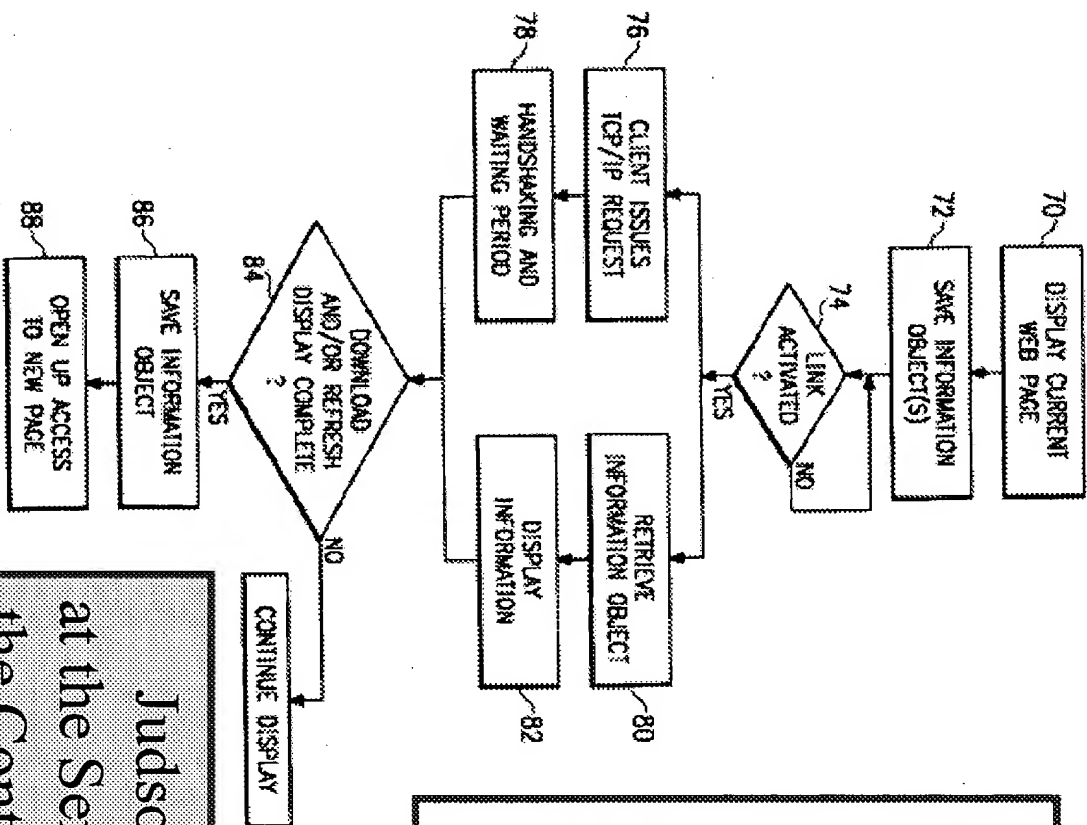


FIG. 3

“A preferred operation of the inventive method is illustrated in the flowchart of Fig. 3. The method begins at step 70 as a current web page is being displayed on the graphical user interface of the computer. It is assumed that this web page has embedded therein one or more comment tags, each of which (or perhaps several of which in combination) define an information object.”

Judson Embeds Insertions at the Server before Transmitting the Content Page to the Browser

# Judson Implementation

Address: <http://patimg1.uspto.gov/pw3dcdcd=US005737619&PageNum=8&IDKey=6C8C8B5C8CEDE&HomeUrl=http://patft.uspto.gov/neta/gi/fpsh-Parser?Sect1=PTO1%2525Sect2=HITOF>

Help

Go to Page:

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Actions:

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Claims

Correction

```
<HEAD>
<TITLE>United States Patent and Trademark Office</TITLE>
<LINK REV="OWNER" HREF="www.uspto.gov">
</HEAD>
<BODY>
<center>

<a href="http://www.uspto.gov/combo.htm">
</a>

<p>
<table border=5><tr><td
align=center><a href=http://www.uspto.gov/cgi-bin/imagemap/usplamap></a></td></tr></table>
</center>
<!--comment-->
<p><hr>
<td>
<a href="http://www.uspto.gov/web/menu/menu1.htm">
<tr><td>Welcome to the U.S. Patent and Trademark Office
<!--comment-->
```

"Figure 5 shows the web page as it exists on the display. This web page has various links including "Welcome to the United States Patent and Trademark Office." Fig. 6 shows the HTML source code used to generate the web page of Fig. 5"

Original Content  
Page Before  
Embedding  
Insertion Object

FIG. 6

ONE

Start

Internet

100%

2:28 PM



# Judson Implementation

Address: <http://patimg1.uspto.gov/pw?docid=US00573761&PageNum=9&IDKey=6C6CB5CBCE0E&ItemURL=http://patft.uspto.gov/netaaj/npch-P&server?sect1=PTO1%2525sect2=HTOF>

to Page:

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[Correction](#)

```
<HEAD>
<TITLE>United States Patent and Trademark Office</TITLE>
<LINK REV="OWNER" HREF="www.uspto.gov">
</HEAD>
<BODY>
<center>

<a href="http://www.uspto.gov/combo.html">
</a>

</a>
<table border=5><tr><td
align=center><a href=http://www.uspto.gov/cgi-bin/mogomop/usptomop></a></td></tr></table>
</center>
<!--comment-->
<p><br>
<a href="http://www.uspto.gov/web/menu/menu1.html">
<br><b>Welcome to the U.S. Patent and Trademark Office
</b></a>
<!--The PTO Welcomes You-->
```

"Figure 7 shows this source code modified to include an information object 75 within a comment tag. This object displays the message "The PTO Welcomes You" when the "Welcome to the United States Patent and Trademark Office" Link is activated."

Original Content  
Page After  
Embedding Insertion  
Object in Comment  
Tags of Web Page,  
i.e., Directly Coupled  
to Content Page

FIG. 7

[30]

References Cited

U.S. PATENT DOCUMENTS

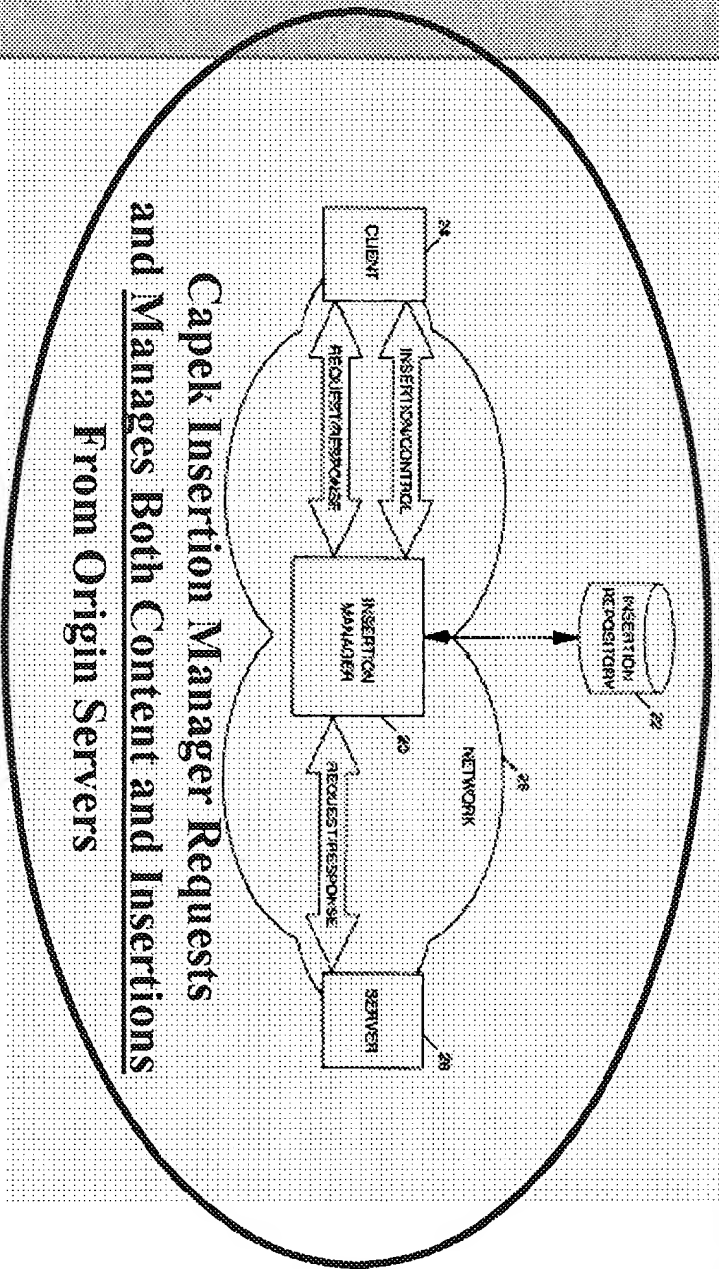
4,870,600 11/1/88 Hoshigawa, H. et al.  
4,885,720 1/1/89 Sheng, H.

[57]

ABSTRACT

Methods, systems and computer program products are provided for providing information in the form of an insertion in a host editing display in response to receiving a request from a client.

# Capek Implementation





U.S. Patent

Jul. 25, 2001

Sheet 3 of 7

6,094,677

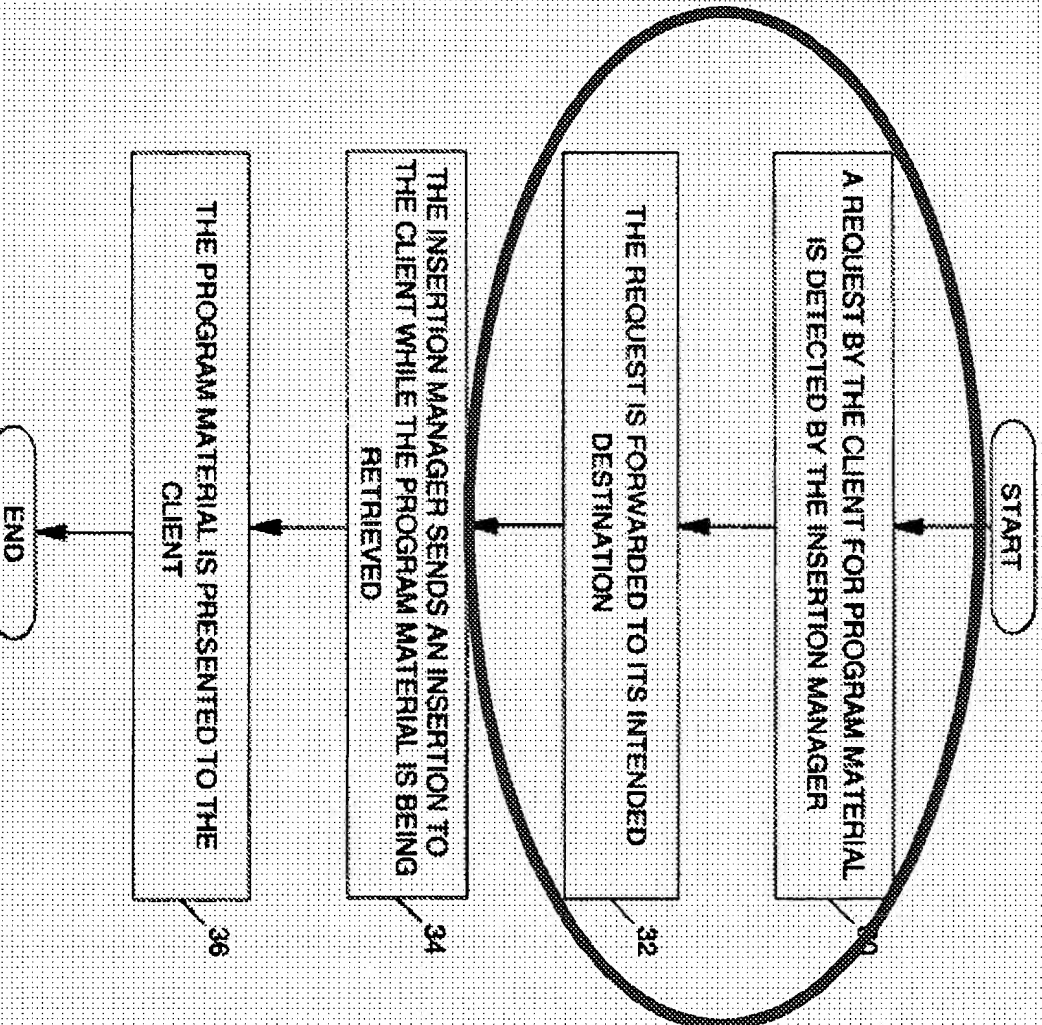
Full Text  
Help

Go to Page: Go



Sections:

- Front Page
- Drawings
- Specifications
- Claims



Capek's Insertion Manager Retrieves Both Content and Insertion Objects as a Proxy on Behalf of the Browser Client

Done

Start



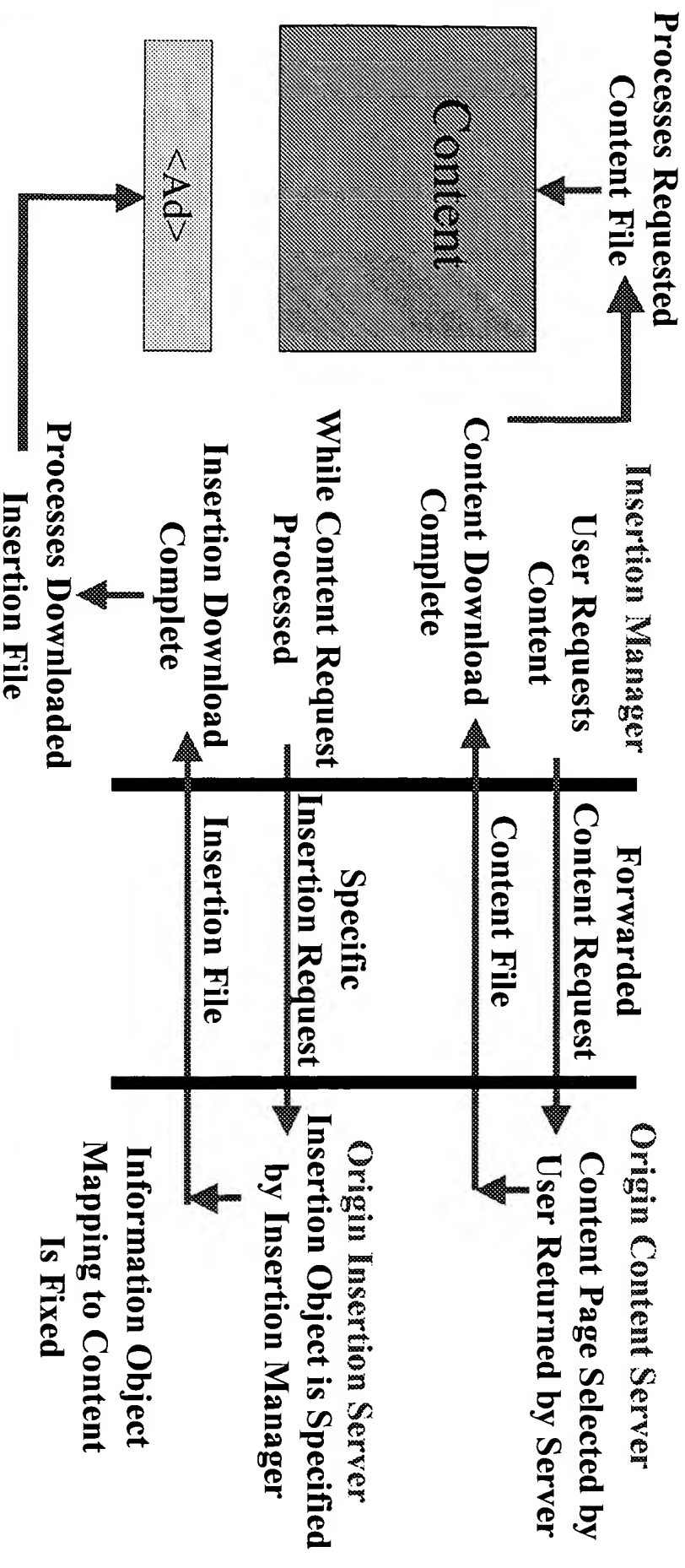
Internet

100%

20%



# Capek Implementation



1. Capek Insertion Manager Retrieves Both Content and Insertion Objects from Origin Servers
  2. Capek Insertion Manager Acts as a Proxy for the Client Browser for Content and Insertions
  3. Capek Information Object is NOT Embedded in Content from Origin Content Server
  4. No Insertion Tags are Embedded in Content and Used to Decouple Insertions from the Content
- Page



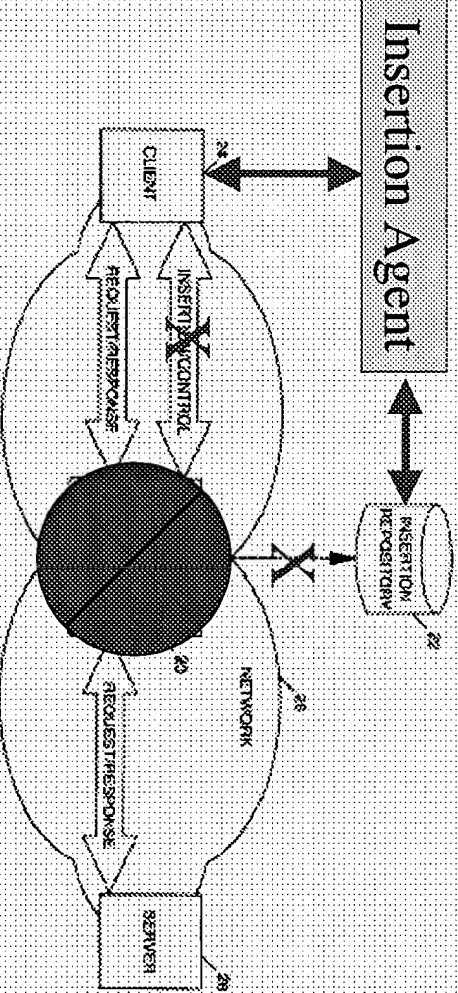
# Unicast Implementation

## U.S. PATENT DOCUMENTS

4,876,820	12/1/86	Hoshigayawa, H. et al.	52,110
4,886,376	2/1/90	Shiraga, T. et al.	27,534.3
5,089,275	5/1/92	Ikeda et al.	864,412
5,333,772	2/1/94	Cook et al.	545,945
5,166,003	2/1/96	Cook et al.	273,444
5,522,038	5/1/96	Ikeda et al.	905,122
5,525,254	9/1/96	Schmitt et al.	905,122
5,646,894	2/1/97	Robinson et al.	905,122
5,643,913	2/1/97	Robinson et al.	905,122
5,665,536	9/1/97	Robinson et al.	403,111
5,681,523	10/1/97	Robinson et al.	905,122
5,702,307	12/1/97	Moore	472,437
5,721,935	2/1/98	Reese et al.	392,119

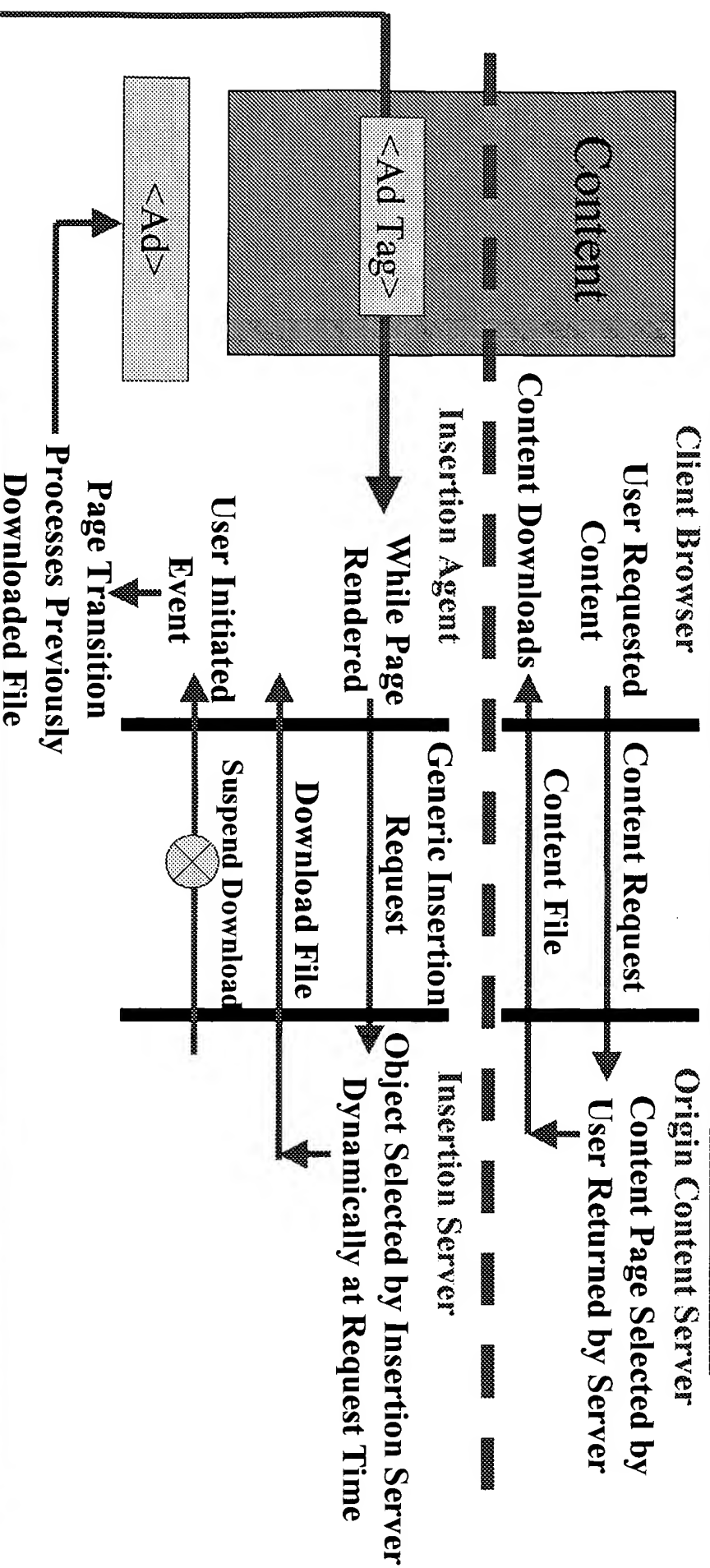
Methods, systems and computer program products are provided for providing information in the form of an insertion in a user address relay in a network program initiated with an interactive system. This may include making a determination of whether the delay is going to be sufficiently long to provide the user with an insertion. In addition, the insertion may be customized to either the user or to the program material requested, or to both the user and the program material requested. The insertion may include control logic that provides the user with control over the insertion under the interactive system.

28 Claims, 7 Drawing Sheets



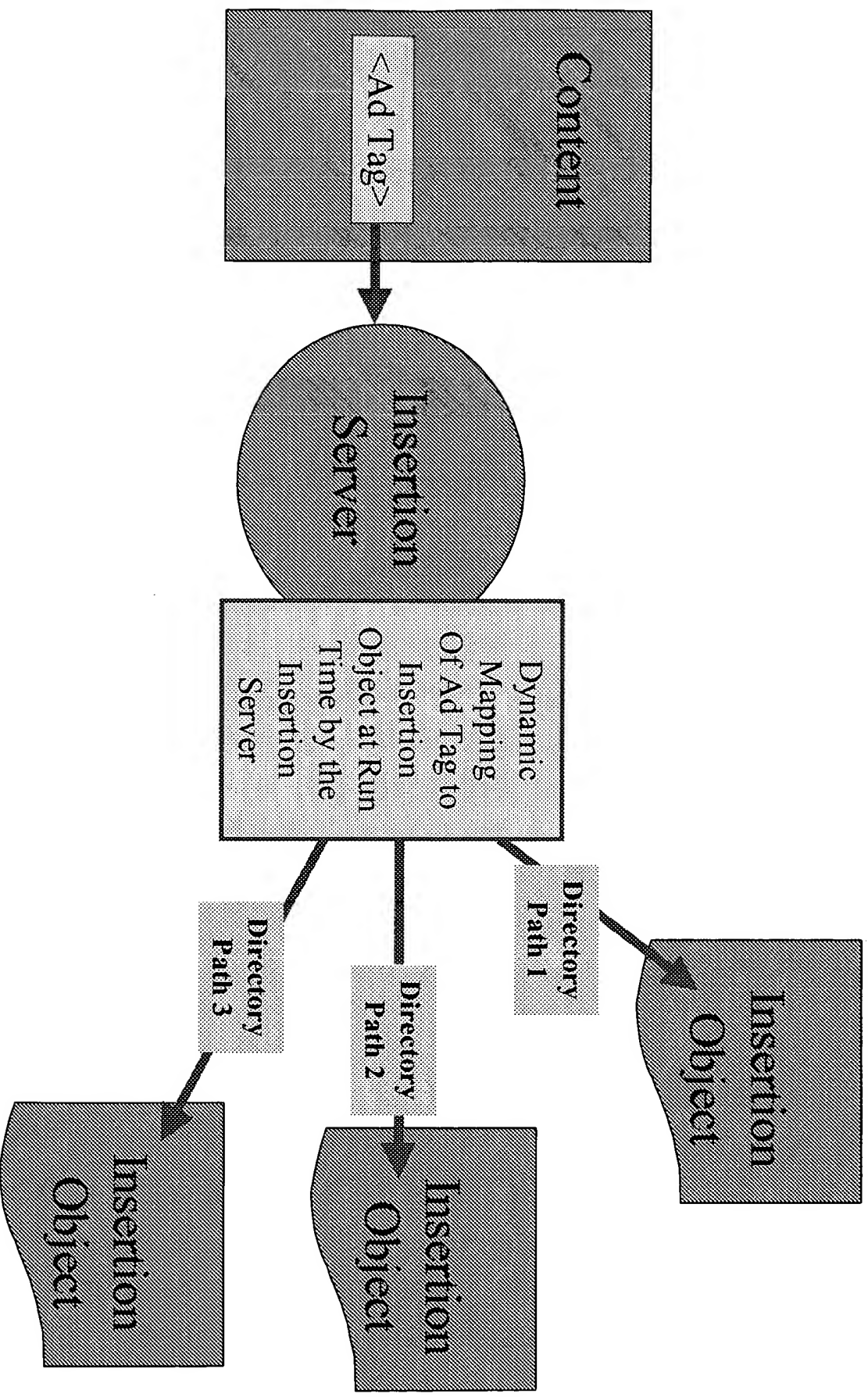
Unicast Insertion Manager Manages Insertions Only totally Independent of any Content From Origin Servers, i.e., Not a Content Proxy for Browser, Rather Independent of Browser Content thus Decoupling Ads from Content

# Unicast Implementation

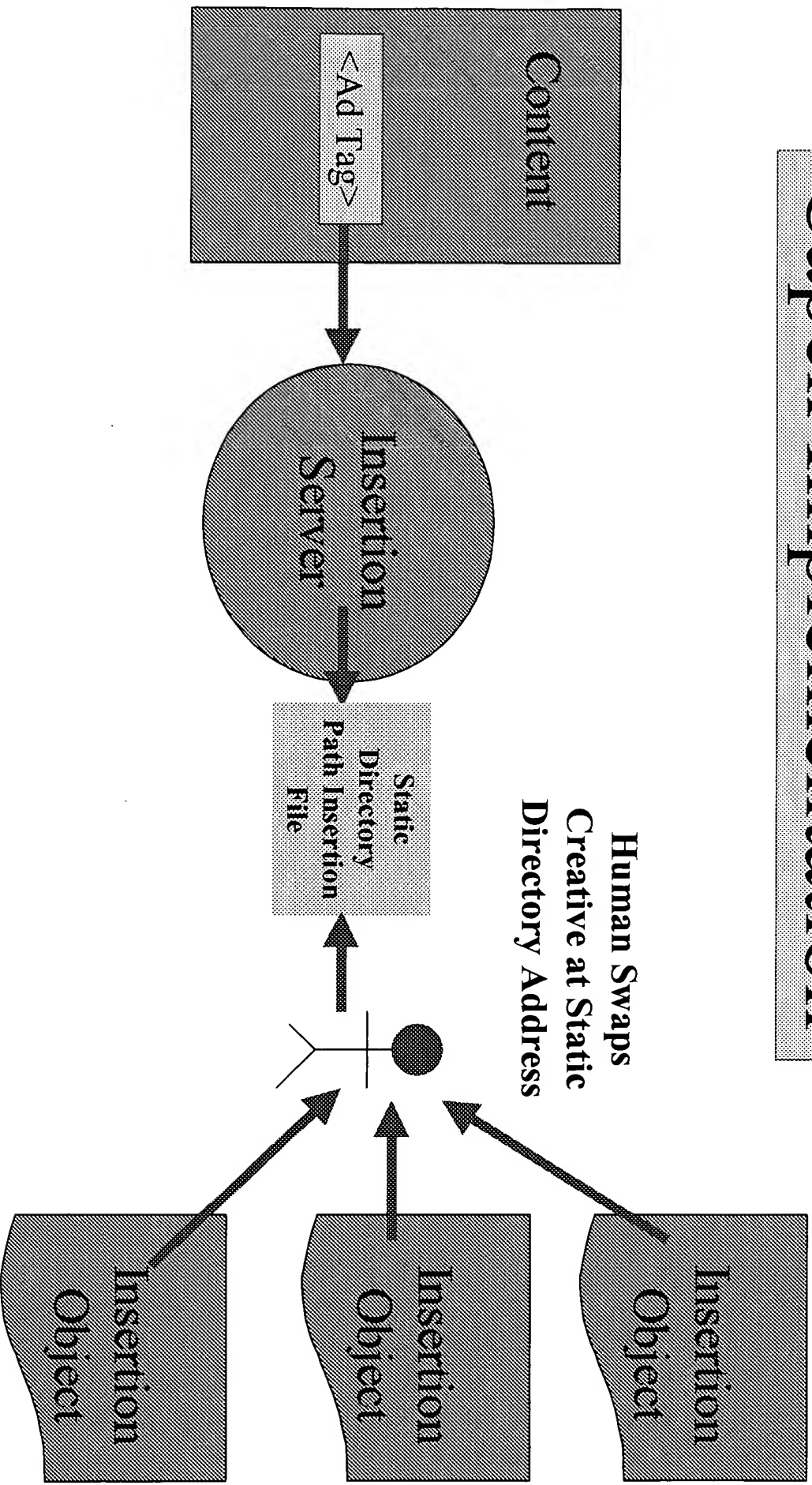


1. Unicast Ad Tag Does Not Reference Information Object
2. Unicast Ad Tag Does Not Designate The Location of Information Object
3. Unicast Information Object is NOT Embedded in Content from Origin Server
4. Unicast Implementation Eliminates the Need to Store Information Object or the Address of the Information Object in the Content Page From Origin Content Server

# Unicast Implementation



# Judson Combined With Capex Implementation





# Judson Combined with Capek Implementation

